



Chartering Worcester's Success

Benjamin Drury (ChE), Renée Laliberte (UND), Jared Watson (ChE), Connor Willgress (CE)
Advisors: Professor Kristin Wobbe (UGS) and Professor Sharon Wulf (BUS)

Problem

The city of Worcester, MA is subject to health issues due to economic instability and low access to affordable healthy food. Urban farming has the ability to solve this, but the city does not have an effective policy.

What is the Solution?

To create a food charter which is a strategic plan that will guide decision-making, and collaboration between:

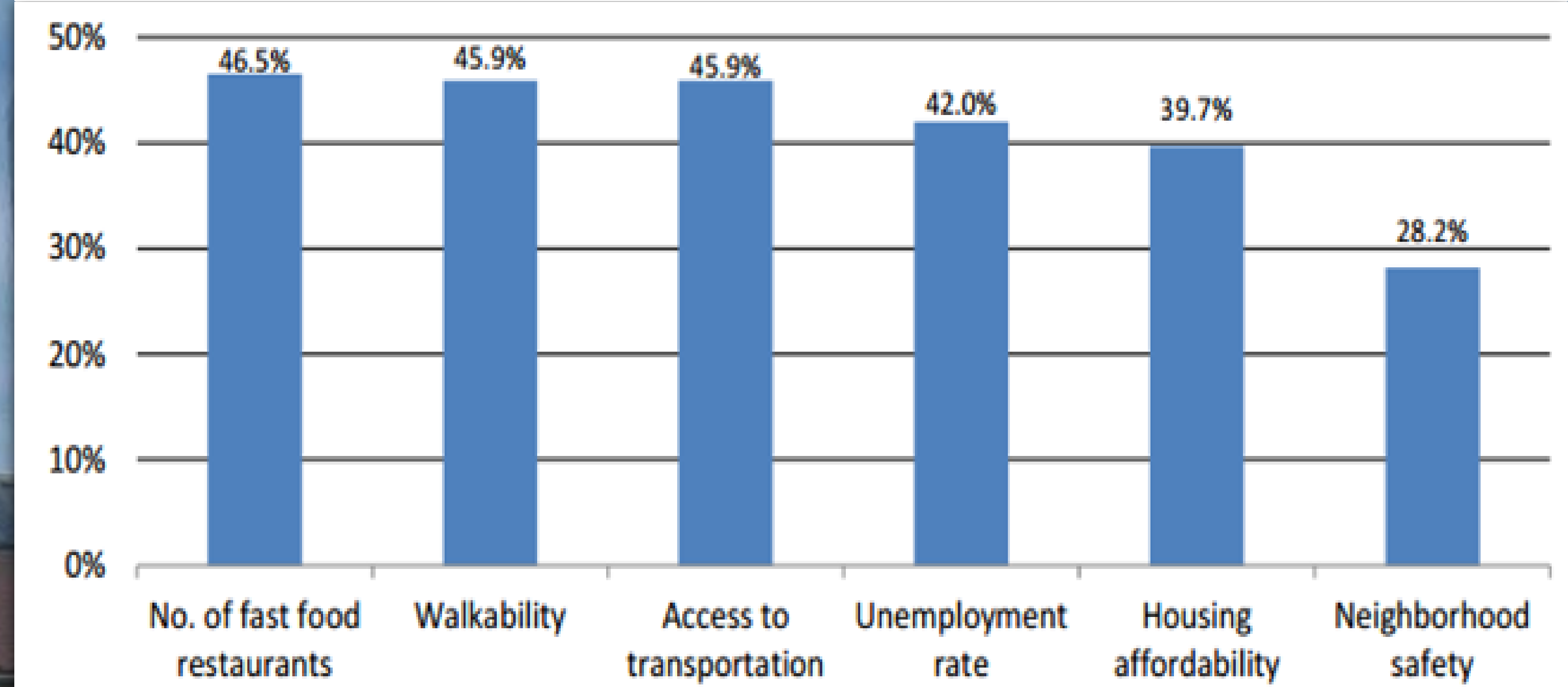
1. Agencies
2. Organizations
3. Policy makers
4. Other Public and Private entities

Objectives and Outcomes

Provide a starting point to

1. Increase supply of healthy food in Worcester as well as:
2. Increase economic incentives for companies, businesses, and city residents to urban farm
3. Decrease the amount of diet related food health issues of city residents

CHA Survey: Percent Survey Respondents Citing Community Aspects that Make it Harder to be Healthy, Greater Worcester Area, 2012

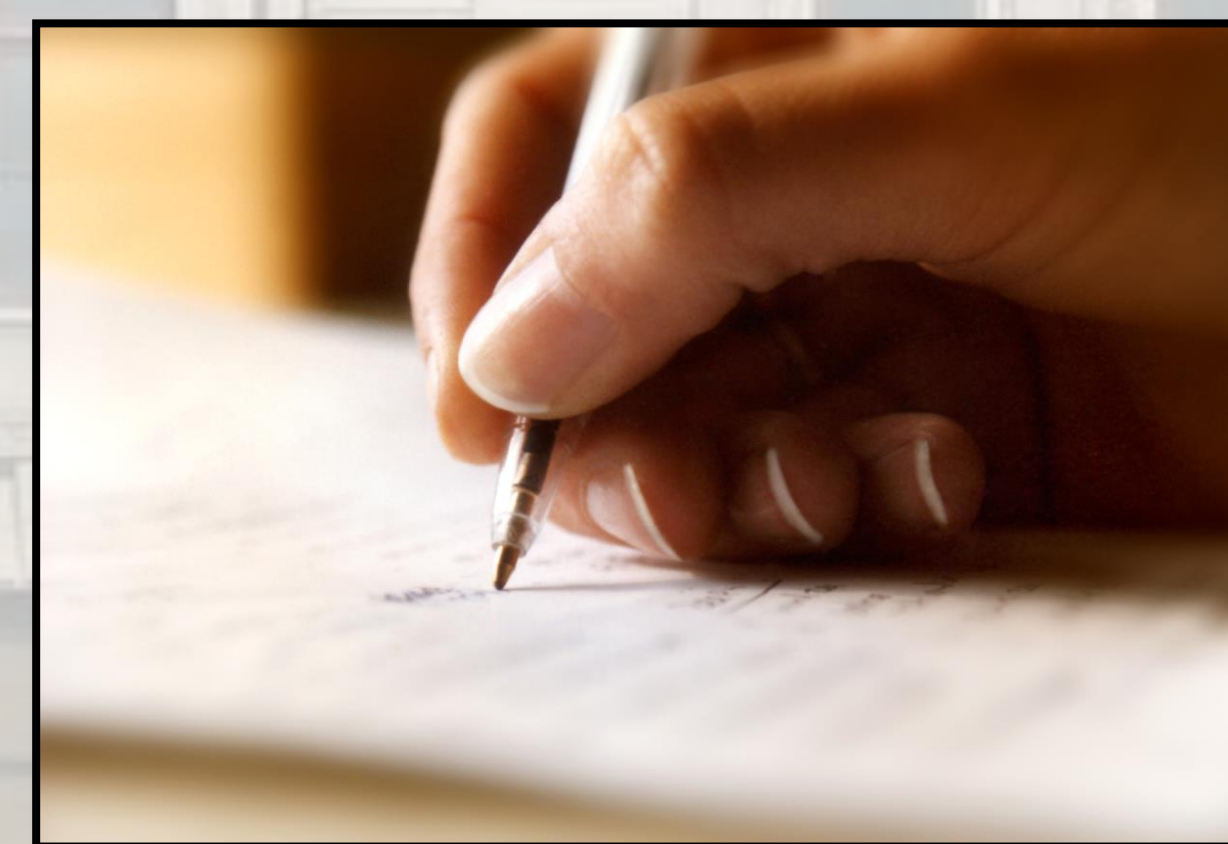
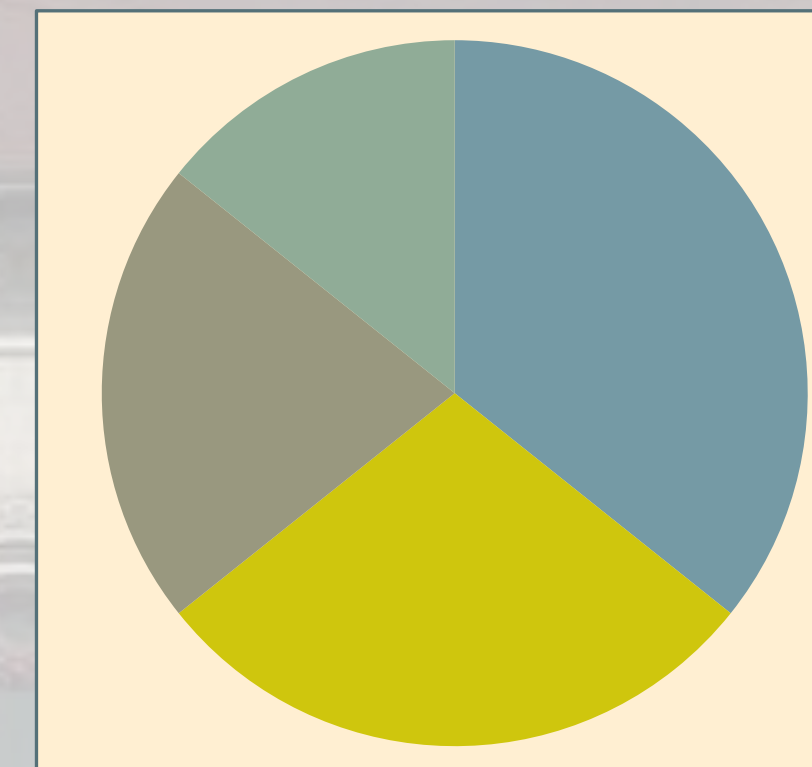


DATA SOURCE: Community Health Assessment Survey, 2012



How do we create the Food Charter?

- 1) Data Collection
 - Food charter events
 - Focus Groups
 - Interviews
 - Online Forums



2) Drafting

- 3) Present to
 - Mayor
 - Chief of Staff
 - Head of REC
 - Head of Chamber of Commerce

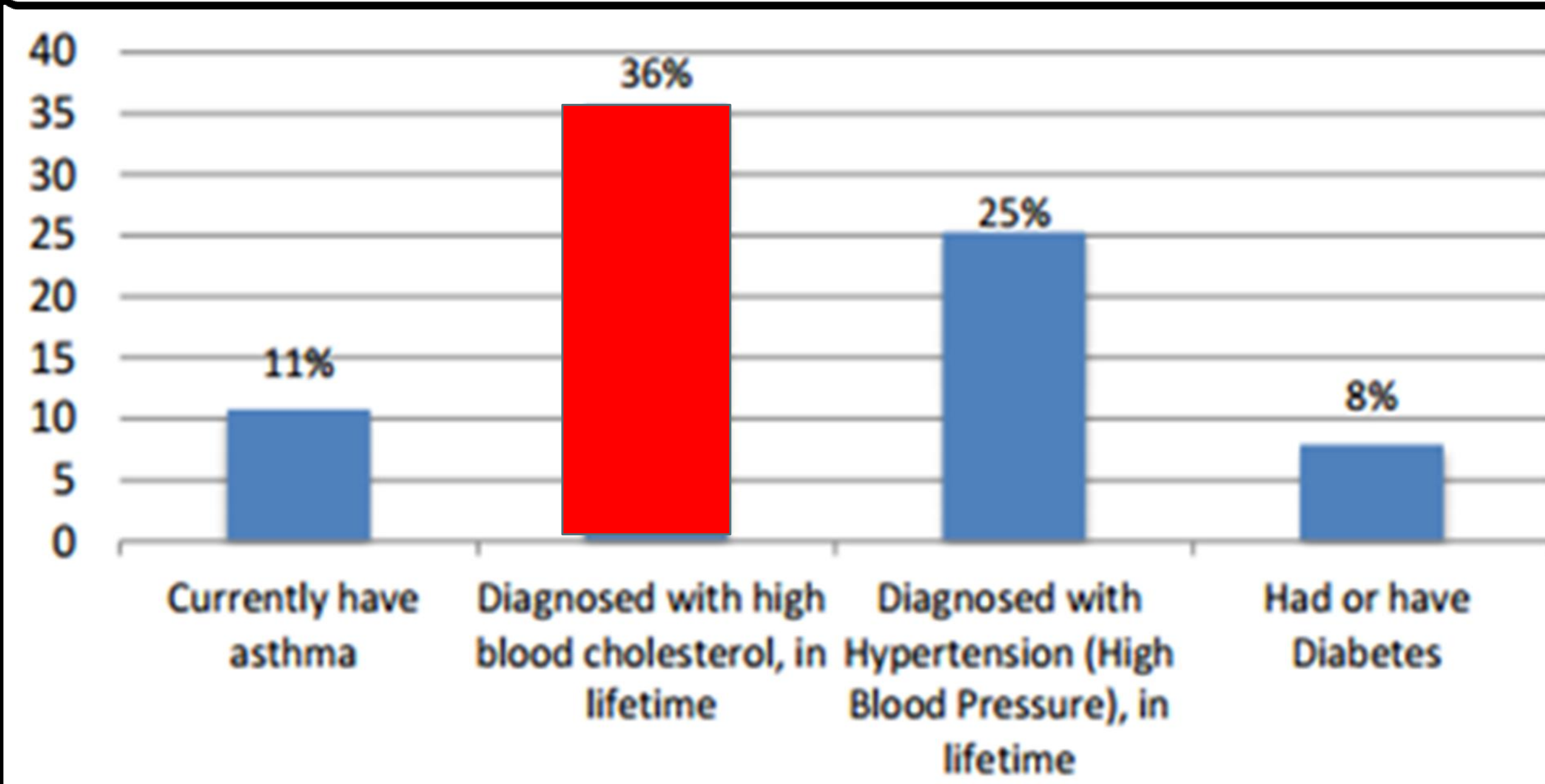


4) Implementation

Background

- 25.6% of residents consume recommended amounts of fruits/vegetables
- 61-63% of adults in the city are overweight or obese
- 40% of stores lack healthy food options
- 100,000 people experience food insecurity throughout the year (13% of Worcester County Pop.)

Chronic Diseases among Adults (aged 18 and older) in Worcester County, 2009



DATA SOURCE: MDPH, BRFSS, 2009

Recommendations

The food charter should:

1. Define important terms for clarity
2. Outline goals for the city to achieve
3. Specify incentives for participating in urban farming

Acknowledgements

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References

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